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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
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09/388,261 08/31/99 NAGDA

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EXAMINER

ALTM

ART UNIT

PAPER NUMBER

2177
DATE MAILED:

09/12/01

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Office Action Summary

Application No.

09/388,261

Applicant(s)

MAGDA ET AL.

Examiner

Mohammad Ali

Art Unit

2177

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 31 August 1999.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-32 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-32 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☒ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 4.
- 4) ☐ Interview Summary (PTO-413) Paper No(s) _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness

rejections set forth in this Office action:

" A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Subject matter developed by another person, which qualifies as prior art only under subsection (f) or (g) of section 102 of this title, shall not preclude patentability under this section where the subject matter and the claimed invention were, at the time the invention was made, owned by the same person or subject to an obligation of assignment to the same person."

If this application currently names joint inventors, the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary in considering patentability of the claims under 35 U.S.C. § 103. Applicant is advised of the obligation under 37 C.F.R. § 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of potential 35 U.S.C. § 102(f) or (g) prior art under 35 U.S.C. § 103.

2. Claims 1-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over US Patent

5,717,923 issued to Rick Dedrick et al. ("Dedrick") in view of US Patent 5,555,496 issued to Tackbary et al. ("Tackbary").

3. Dedrick renders obvious independent claim 1 by the following:

generating customer a record in a first database table to include fields specifying at least one product, customer preferences, and a selected output method to generated output material on the product specified in the customer record (Figs. 2-3, col. 15 lines 45-57, col. 6 lines 34-52) ;
receiving at least one customer record in the first database to process (col. 16 lines 27-30);
accessing at least one content file (Fig. 3) by processing a second database table (Fig. 3) using values in one received customer record (Fig. 3, col. 16 lines 23-32, Abstract);
generating the content,..., material (Fig. 2-3, col. 1 lines 22-42);
determining a selected one of a plurality from the customer record (col. 2 lines 3-24); and
transmitting the output material to the customer specified in the customer record (col. 2 lines 3-24, col. 16 lines 27-30).

With respect to claim 1 Dedrick does not explicitly teaches the delivery options in respect to the customer.

Tackbary does teaches delivery options in respect to the customer at (col. 9 lines 7-15, col. 1 lines 10 to col. 2 lines 67, Figs. 1, 5).

Thus it would have been obvious to one ordinary skilled in art at the time of the invention was made to add the delivery options in customer preferences of Tackbary in the customer record database and content file of Dedrick in order to improve the delivery options from the customer preferences in the combines system (col. 9 lines 7-15, col. 1 lines 10 to col. 2 lines 67, Figs. 1, 5, Tackbary).

4. Dedrick renders obvious independent claim 12 by the following:

means for generating customer a record in a first database table to include fields specifying at least one product, customer preferences, and a selected output method to generated output material on the product means specified in the customer record (Figs. 2-3, col. 15 lines 45-57, col. 6 lines 34-52) ;

means receiving at least one customer record in the first database to process (col. 16 lines 27-30);

means accessing at least one content file (Fig. 3) by processing a second database table (Fig. 3) using means values in one received customer record (Fig. 3, col. 16 lines 23-32, Abstract);

means generating the content,..., material (Fig. 2-3, col. 1 lines 22-42);

means determining a selected one of a plurality from the customer record (col. 2 lines 3-24); and

means transmitting the output material to the customer specified in the customer record (col. 2 lines 3-24, col. 16 lines 27-30).

With respect to claim 12 Dedrick does not explicitly teaches the delivery options in respect to the customer.

Tackbary does teaches delivery options in respect to the customer at (col. 9 lines 7-15, col. 1 lines 10 to col. 2 lines 67, Figs. 1, 5).

Thus it would have been obvious to one ordinary skilled in art at the time of the invention was made to add the delivery options in customer preferences of Tackbary in the customer record database and content file of Dedrick in order to improve the delivery options from the customer preferences in the combines system (col. 9 lines 7-15, col. 1 lines 10 to col. 2 lines 67, Figs. 1, 5, Tackbary).

5. Dedrick renders obvious independent claim 22 by the following:

an article manufacturer generating customer a record in a first database table to include fields specifying at least one product, customer preferences, and a selected output method to generated output material on the product specified in the customer record (Figs. 2-3, col. 15 lines 45-57, col. 6 lines 34-52) ;

receiving at least one customer record in the first database to process (col. 16 lines 27-30);

accessing at least one content file (Fig. 3) by processing a second database table (Fig. 3) using values in one received customer record (Fig. 3, col. 16 lines 23-32, Abstract);

generating the content,..., material (Fig. 2-3, col. 1 lines 22-42);

determining a selected one of a plurality from the customer record (col. 2 lines 3-24); and

transmitting the output material to the customer specified in the customer record (col. 2 lines 3-24, col. 16 lines 27-30).

With respect to claim 22 Dedrick does not explicitly teaches the delivery options in respect to the customer.

Tackbary does teaches delivery options in respect to the customer at (col. 9 lines 7-15, col. 1 lines 10 to col. 2 lines 67, Figs. 1, 5).

Thus it would have been obvious to one ordinary skilled in art at the time of the invention was made to add the delivery options in customer preferences of Tackbary in the customer record database and content file of Dedrick in order to improve the delivery options from the customer preferences in the combines system (col. 9 lines 7-15, col. 1 lines 10 to col. 2 lines 67, Figs. 1, 5, Tackbary)

6. As to claims 2, 13, and 23, the records in the first database are generated by a human operator interacting with a customer to determine customer and preferences (col. 2 lines 2-15, col. 5 lines 34-46).
7. As to claims 3, 14 and 24, generating the customer records comprises executing a mining program against a database including customer information to determine information to populate at least one customer record from the customer (col.1 lines 37 to col. 2 lines 15).
8. As to claims 4, 15 and 25, members of the set consisting (Abstract, col. 6 lines 33-52)
9. As to claim 5, 16 and 26, automatically transforming the output material to a format compatible,..., wherein the transformed output is transmitted to the customer (col.1 lines 37 to col. 2 lines 15, col. 6 lines 33-52).
10. As to claims 6, 17 and 27, multiple customer records are processed, and wherein the output generated from the customer records differs for at least two customers used to transmit the output differs for at least two customers (col.1 lines 37 to col. 2 lines 15, col. 16 lines 27-30).
11. As to claim 7, 18, and 28, the output material is automatically transmitted using, after generating the output material,..., address (col.1 lines 37 to col. 2 lines 15, col. 6 lines 47-52, Abstract).
12. As to claims 8, 19, and 29, processing a template including queries of records in the second database table (col.1 lines 37 to col. 2 lines 15, col. 14 lines 55-64);
accessing at least one value in a field in one customer record to include in a query against the second database table (col.1 lines 37 to col. 2 lines 15, col. 14 lines 55-64); and
applying the query against the second database to determine a record associated with a file including fields matching the query, wherein the accessed file is associated with the determined record, and wherein generating the content into the output material comprises generating the content into the template, which forms the output material (col.1 lines 37 to col. 2 lines 15, col. 14 lines 55-64).

As to claims 8, 19, and 29, Official Notice is given that processing a template is well known in the art at the time of the invention. Thus, it would have been obvious to one ordinary skilled in the art at the time of the invention to process a template in order to be record in the database.

13. As to claims 9, 20, and 30, there are multiple files for each query, wherein the records (col. 16 lines 27-30) associated with the files for each query (col. 14 lines 55-64) have different values in at least one field, wherein determining the record comprises determining the record from the files associated with the query that matches the search criteria (col.1 lines 37 to col. 2 lines 15).
14. As to claims 10, 21, and 31, each query is maintained in a container in the template, wherein the file having the associated record that matches the query (col. 14 lines 55-64) is generated into the container, further comprising resizing the appearance of the file content generated into the containers in the output material (col.1 lines 37 to col. 2 lines 15).
15. As to claim 11 and 32, data from the customer record to insert into the text generated into the container from the accessed file generated into the container (col.1 lines 37 to col. 2 lines 15).

Conclusion

16. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mohammad Ali whose telephone number is (703) 605-4356. The examiner can normally be reached on Monday to Thursday from 7:30am-6:00pm.

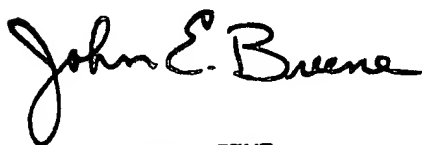
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (703) 305-9790. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 308-9051 for regular communications and (703) 305-9724 or (703) 308-6606 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-9600.

Mohammad Ali

Patent Examiner

September 5, 2001



JOHN BREENE
SUPERVISORY PATENT EXAMINER
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